

HOW TO MAKE MONEY WITH  
***TRACER-GUIDED***

*Engraving*



***new hermes engraving machine corp.***

154 WEST 14th STREET NEW YORK 11, N. Y. Telephone: WAtkins 4-7373



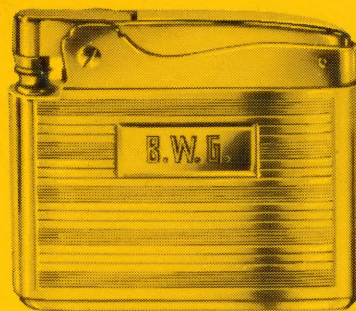
MORE THAN 25,000

HAVE PROVEN...

PERSONALIZED ENGRAVING PAYS

ENGRAVING ADDS SALES APPEAL TO ANY TYPE MERCHANDISE

*Remember*



ENGRAVING SELLS MORE.

ENGRAVING AVOIDS REFUNDS.

ENGRAVING OPENS  
PROFITABLE SIDELINES.

Now everybody can do perfect engraving right on his own premises.

No delay — no sending out anymore —

with the **TRACER GUIDED**

**Engravo**  
*graph*  
TRADE MARK

— world's most renowned portable engraver.

*it's so easy to operate!*

**Engravo**  
*graph*  
TRADE MARK

*is the most rewarding*

*investment . . .*

*it pays for itself*

*many times over*

*for:*

jewelers

sporting goods dealers

trophy dealers

bowling alleys

pro shops

stationers

hardware stores

gift shops

opticians

camera shops

drug stores

tobacconists

advertising specialists

concessionaires

department stores

mail order houses

PX stores

institutions

*manufacturers of:*

signs

nameplates

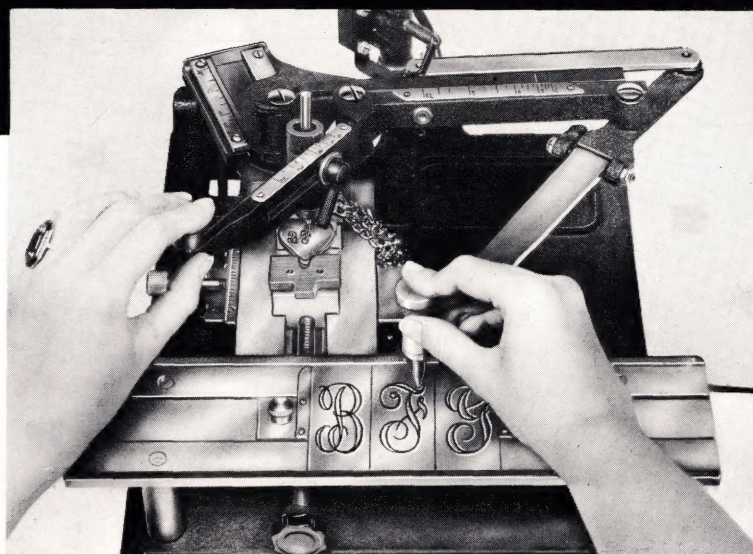
displays

etcetera



*How?*

# The Answers Are All Here!



- |   |   |
|---|---|
| 1. Q. How long does it take an unskilled person to learn the operation of the ENGRAVOgraph? | 1. A. 20 minutes.   |
| 2. Q. How does the ENGRAVOgraph work?   | 2. A. The unskilled operator simply traces a grooved master letter, and the ENGRAVOgraph does the rest.   |
| 3. Q. Does the finished job look like hand engraving?                                       | 3. A. Yes. Tests have shown that you cannot tell the difference, because it is diamond engraved.  |
| 4. Q. Can stainless steel be engraved?  | 4. A. Absolutely! ENGRAVOgraph, unlike hand engravers, cuts effortlessly into stainless steel.  |
| 5. Q. What other materials can be engraved?   | 5. A. Just about everything: silver, gold, all other precious metals, brass, aluminum, wood, all plastics, mother of pearl, onyx, ivory, and glass. |
| 6. Q. How long does it take to engrave a monogram on a watch?                               | 6. A. Approximately one minute.   |
| 7. Q. Can the engraving be filled with contrasting colors?                                  | 7. A. Yes.  |
| 8. Q. What is the smallest and largest letter which can be engraved?                        | 8. A. 3/64" is the smallest and 2" is the largest letter from stocked master copy type.   |
| 9. Q. Can engraving sizes be varied at will?  | 9. A. Certainly. Two quick acting adjustments on the tracing arm allow the engraving of 15 different sizes from ONE single master copy type.        |
| 10. Q. How about round surfaces?  | 10. A. Fountain pens, baby cups, curved identification bracelets can be engraved with the same ease.  |
| 11. Q. How is the engraving centered on items of various shapes?                            | 11. A. The ENGRAVOgraph has an ingenious self-centering workholder which automatically centers all objects.   |
| 12. Q. How much space does the ENGRAVOgraph require?  | 12. A. Approximately the space of a typewriter.   |

The ENGRAVOgraph is available in 3 models for every type of enterprise.

## MODEL GM

The perfect engraver for the average store, recommended for engraving of jewelry — lighters — watches — silverware — nameplates — tags, as well as skis — tennis rackets and similar equipment.....

Page 4

## MODEL G-TX STANDARD

Will engrave, in addition to the items listed above, large trays, holloware, trophy plates, dresser sets, sporting goods, bowling balls, etc.....

Page 8

## MODEL G-TX SUPER

Recommended for general engraving work and for large trophy cups, plaques, water pitchers, goblets, etc. ....

Page 10



# MODEL GM



Model GM is a portable but versatile engraver which requires only a space of 12" x 14". It will engrave all objects illustrated on pages 6 and 7, and many more, like fishing rods, skis, etc.

Weight of machine — gross 28 lbs., net 21 lbs.

With Universal motor for AC and DC, 115 volts (or 220 volts, if requested).

- Adjustable to **15** engraving sizes from **ONE** master letter.

Nothing has to be disassembled. Operator can change engraving sizes at will simply by adjusting tracing arm in a matter of seconds.

FROM THIS  
GROOVED  
MASTER COPY  
LETTER.....

THE FOLLOWING SIZES CAN BE ENGRAVED



*B B B B B B B B B B B B B B B*

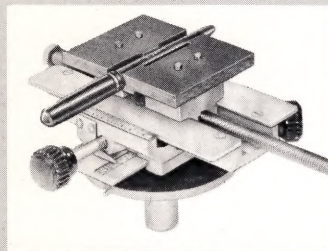
For other styles and sizes of master copy type, see special master type catalog.



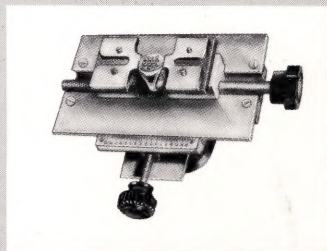
# Standard Equipment

## SELF CENTERING WORK HOLDER

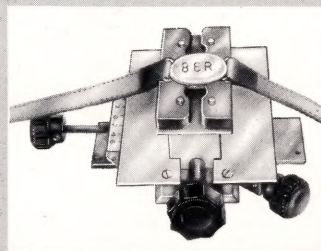
THE WORK HOLDER IS EQUIPPED WITH 3 PAIRS OF INTERCHANGEABLE PLASTIC HOLDING JIGS TO AVOID SCRATCHING.



FOR PENS AND OTHER TUBULAR ITEMS



FOR ALL KINDS OF JEWELRY



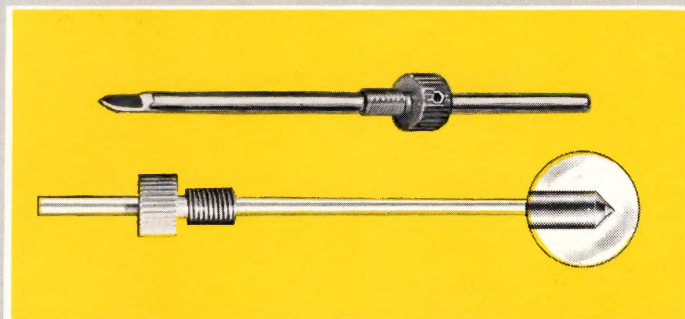
FOR ALL WATCHES

### ENGRAVING CUTTERS

Carbide tipped rotating cutter for engraving on plastics.

Highly polished diamond graver for all precious metals and stainless steel.

For other cutters see price list.



How does the ENGRAVOgraph engrave on the desired spot?

You don't need a ruler or long mathematical calculations—nothing is left to the judgment of the unskilled operator.

Just clamp any item into the specially designed work holder—and with one turn of your hand everything is securely tightened and automatically centered ready for engraving.

The holder can be moved in all directions; that is, back, forth, sideways and can also be swivelled around for off center engraving. Jaws open to accept items up to 5½" wide by any length.

## Supplementary Equipment



### COPY SLIDE CONVERTER

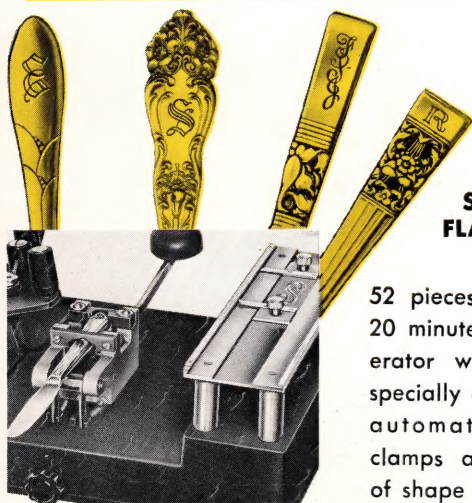
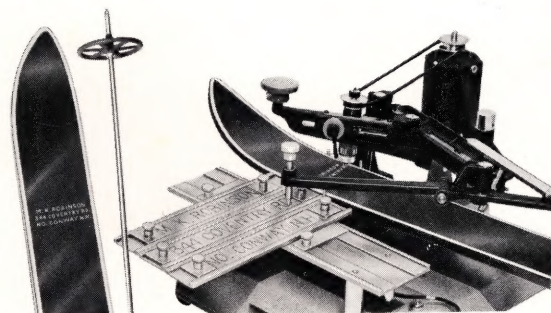
Part No. 440 for Model G-M  
Part No. 472 for Model G-TX

By sliding the converter into the standard double grooved copy slide — two lines of copy can be set up and engraved at the same time.

### 3 LINE VERTICAL COPY HOLDER

Part No. 480

For engraving on skis.



### SELF-CENTERING FLATWARE HOLDER

Part No. FL101

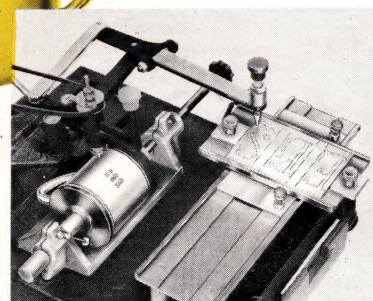
52 pieces can be engraved in 20 minutes by an unskilled operator with the help of this specially designed holder, which automatically centers and clamps all patterns regardless of shape and style.

### SELF-CENTERING CUP HOLDER

Part No. LC3

Holds any cup or similar tubular objects up to 2½" in diameter by 4½" in length.

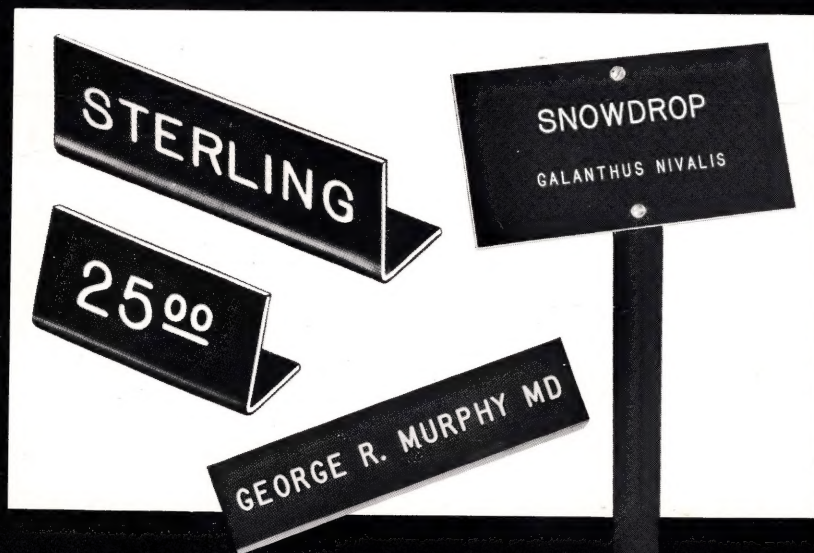
A vertical copy holding slide (part #LC 9) as shown in the photograph is supplied with the cup holder.





# MAKE SIGNS AND NAMEPLATES FOR YOUR OWN USE AND FOR THE TRADE

WE SUPPLY ATTRACTIVE TWO-COLOR LAMINATED PLASTIC ENGRAVING MATERIALS



Think not only of Christmas and Father's Day — make engraving on men's jewelry an all year round promotion. Personalized jewelry is always a cherished gift — and every day is someone's birthday or anniversary.

Here is an almost untouched field. Appeal to mothers by showing engraved identification jewelry for growing children, as precaution and security.

Always show engraved jewelry in your window. Use not only monograms or names, but also sentiment, such as "From Him to Her."

How much more will these gifts be remembered and appreciated when engraved with the name of the recipient!

Department stores have found engraving a valuable asset in their cosmetic department. You too can profit by offering immediate engraving on these popular gift items.

You know how many graduation gifts of pens and pencils are returned for refund. Now, with the simple addition of engraving, these gifts are sold ... for keeps.



Your customers will surely appreciate the additional monogram on jewelry gift boxes, and if you like, engrave your own firm name — a very effective way of advertising.

Here is a brand new idea for every jeweler. Transform an ordinary tab bracelet into something to be remembered.

Special master templates for all occasions are available for immediate engraving.

Make your store an engraving center. Promote this profitable service to schools and clubs for their sport and achievement awards. Build a big business with youth organizations. They are your customers of the future.

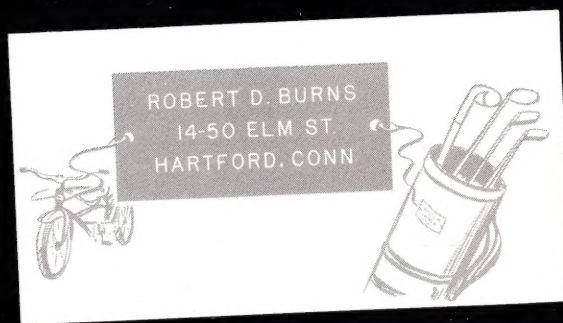
Display engraved silverware — and show a variety of engraving combinations. Offer immediate engraving service and you will sell more.

Do you want to make money with engraving? Here is an idea. Sell advertising specialties to your local merchants and industries. Engrave goodwill messages, firm names or trademarks. Master templates of most well-known trademarks are available.

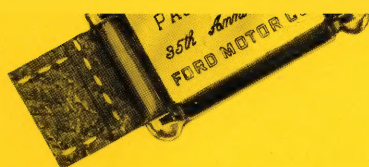
You may order from New Hermes master templates of all leading fraternity emblems and lodge insignias. A sales letter to these organizations will open up a new field for you. You can become the "official supplier" of all jewelry and gift items for the Lodge members in your town.

## PUT A NAME ON SPORTING GOODS AND SELL MORE

IDENTIFICATIONS ARE APPRECIATED BY ALL CLUBS AND CAMPS

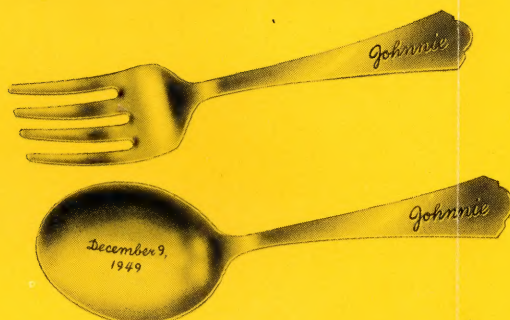






## MEN'S ACCESSORIES

Think not only of Christmas and Father's Day — make engraving on men's jewelry an all year round promotion. Personalized jewelry is always a cherished gift — and every day is someone's birthday or anniversary.



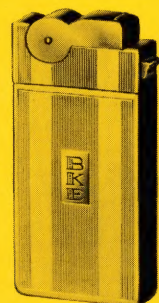
## CHILDREN'S JEWELRY

Here is an almost untouched field. Appeal to mothers by showing engraved identification jewelry for growing children, as precaution and security.



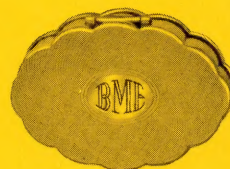
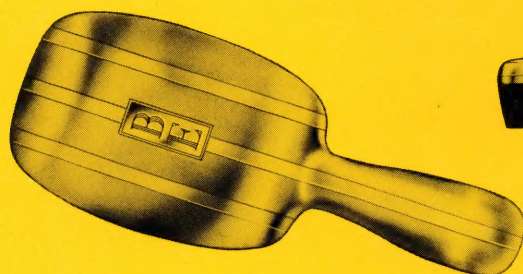
## LADIES' JEWELRY

Always show engraved jewelry in your window. Use not only monograms or names, but also sentiment, such as "From Him to Her."



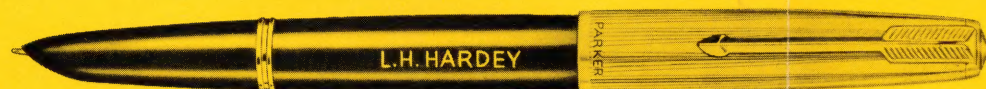
## SMOKERS' ACCESSORIES

How much more will these gifts be remembered and appreciated when engraved with the name of the recipient!



## COSMETICS

Department stores have found engraving a valuable asset in their cosmetic department. You too can profit by offering immediate engraving on these popular gift items.



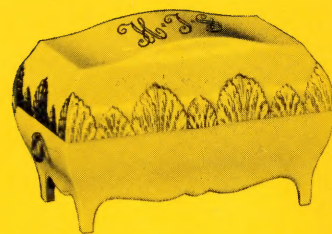
## WRITING INSTRUMENTS

You know how many graduation gifts of pens and pencils are returned for refund. Now, with the simple addition of engraving, these gifts are sold ... for keeps.



Your customers will surely appreciate the additional monogram on jewelry gift boxes, and if you like, engrave your own firm name — a very effective way of advertising.

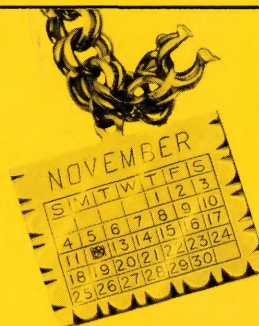
## GIFT BOXES



Here is a brand new idea for every jeweler. Transform an ordinary tab bracelet into something to be remembered.

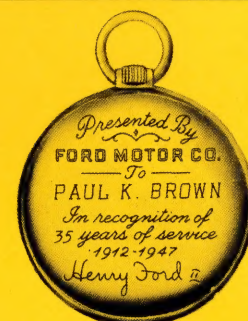
Special master templates for all occasions are available for immediate engraving.

## SPECIALTIES



Make your store an engraving center. Promote this profitable service to schools and clubs for their sport and achievement awards. Build a big business with youth organizations. They are your customers of the future.

## TROPHIES, AWARDS



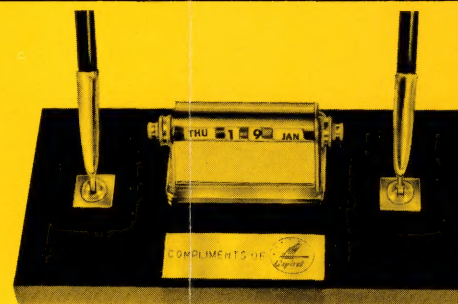
Display engraved silverware — and show a variety of engraving combinations. Offer immediate engraving service and you will sell more.

## SILVERWARE



Do you want to make money with engraving? Here is an idea. Sell advertising specialties to your local merchants and industries. Engrave goodwill messages, firm names or trademarks. Master templates of most well-known trademarks are available.

## PREMIUMS



You may order from New Hermes master templates of all leading fraternity emblems and lodge insignias. A sales letter to these organizations will open up a new field for you. You can become the "official supplier" of all jewelry and gift items for the Lodge members in your town.

## LODGES





# MODEL G-TX STANDARD



Model G-TX Standard is a larger, all-purpose engraver. It will engrave not only all objects illustrated on pages 6 and 7, but in addition, large trophy plates, plaques, trays 15" wide by any length or 20" round, the inside of bowls, sporting goods, bowling balls, etc.

Model G-TX Standard is equipped with a sturdy pantograph (tracing arm) with ratio settings from 2:1 up to 7:1, permitting 21 different sizes to be engraved from one single master letter by a simple adjustment of the tracing arm.

Illustration (above) shows Model G-TX Standard set up with a non-rotating diamond cutting tool for extra deep engraving of metals.

**SPECIFICATIONS:** Size of machine ..... 19½" x 18"  
Gross weight ..... 148 lbs.  
Net weight ..... 108 lbs.  
Distance between cutter point  
and machine base ..... 9¾"

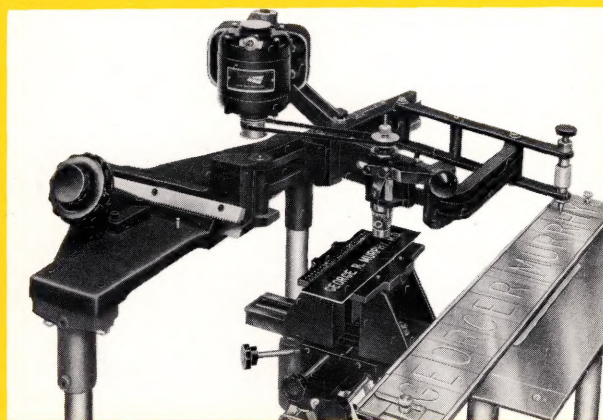
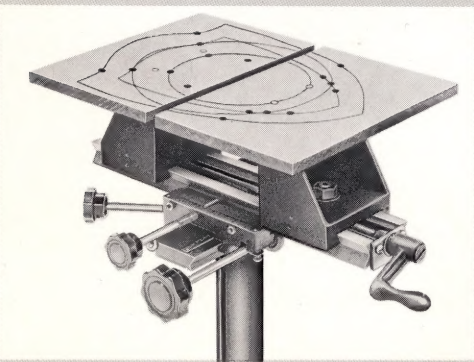
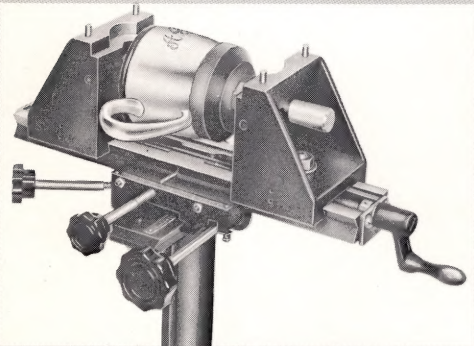
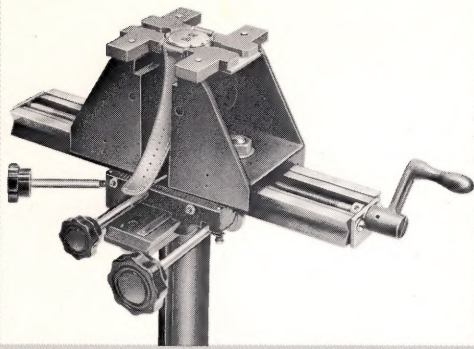


Photo shows Model G-TX Standard set up with motor and ball bearing cutter spindle for routing metals and plastics. This method is used when marking Plastics—Mother-of-Pearl—Wood—Onyx or Metals where the engraving has to be filled with contrasting colors.  
(Illustration shows the engraving of a plastic 2 tone nameplate.)



# UNIVERSAL WORKHOLDER #SC-1

is standard equipment



Model G-TX Standard is equipped with a heavy duty vise which automatically centers a large variety of differently shaped objects. The entire unit travels back and forth, left and right and can be swiveled around for engraving in any position.

Included in the standard equipment are 3 interchangeable plastic jigs for clamping of jewelry, pens, watches, nameplates, etc., and 2 auxiliary cup jigs for holding of baby cups, napkin rings and other tubular objects. Maximum opening of holding jaws is 7 1/2". Height of holding jaws, 3".

*Illustration shows a workholder with a set of engraving jigs having adjustable pins for quick clamping of flat, odd shaped or round trophy plates.*



**ENGRAVED  
ON  
MODEL G-TX  
STANDARD**

*For supplementary equipment, see page 11.*



# MODEL G-TX SUPER and standard



The Model G-TX Super is a universal engraver for unlimited use. Its construction is basically the same as the G-TX Standard with the exception of the combination Universal cup and workholder described on the next page.

The exceptional capacity of this workholder allows the clamping and engraving of large trophy cups, water pitchers, goblets and similar objects up to 16" in height and 6" in diameter.

Model G-TX Super will also accept all objects illustrated on pages 6, 7, 8 and 9.

Illustration (above) shows Model G-TX Super set up with a non-rotating diamond cutting tool for engraving of a large trophy cup.

**SPECIFICATIONS:** Size of machine .....19½" x 18"  
Gross weight .....155 lbs.  
Net weight .....115 lbs.  
Distance between cutter point  
and machine base .....9¾"

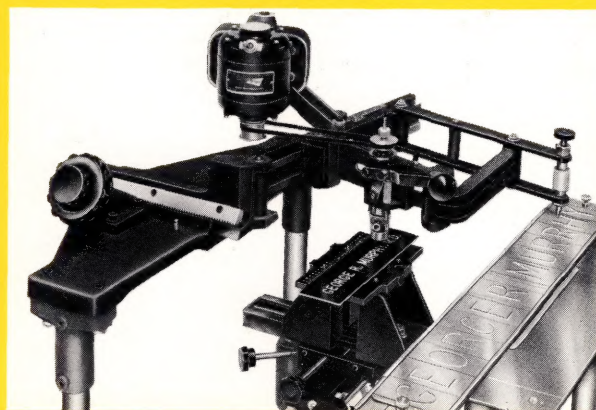
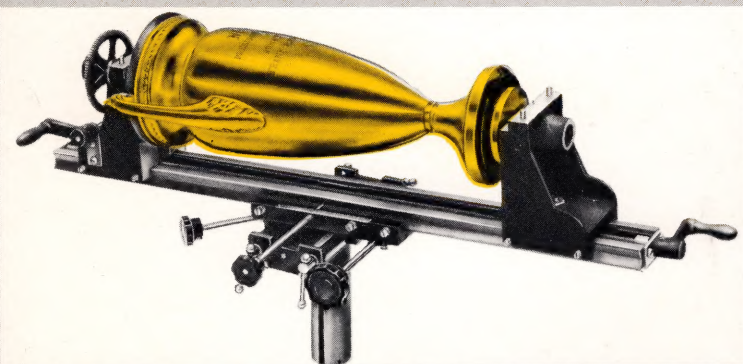


Photo shows Model G-TX Super set up with motor and ball bearing cutter spindle for routing on metals and plastics. This method is used when marking Plastics—Mother-of-Pearl—Wood—Onyx or Metals where the engraving has to be filled with contrasting colors.  
(Illustration shows the engraving of a plastic 2 tone nameplate.)



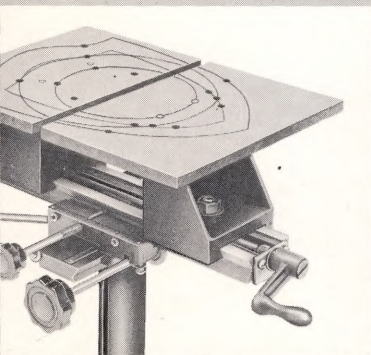
# workholding equipment



Workholding vise is equipped with 4 interchangeable cones to hold cups and trophy bands of various diameters up to 6" in diameter and 16" long.

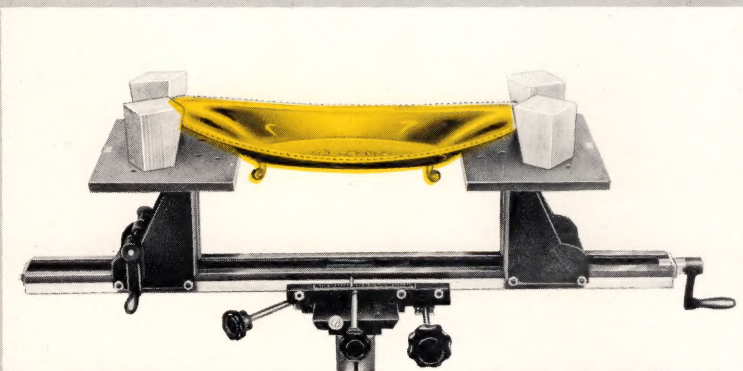
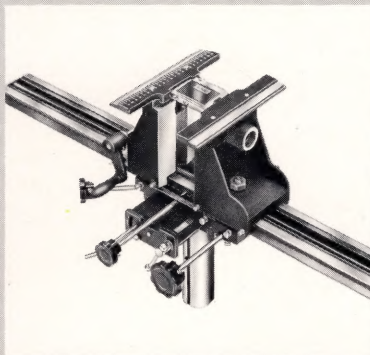
A gear arrangement facilitates turning the cup during the engraving operation.

The entire unit can be moved back and forth or swiveled around—it can also be lowered or raised to any engraving position.

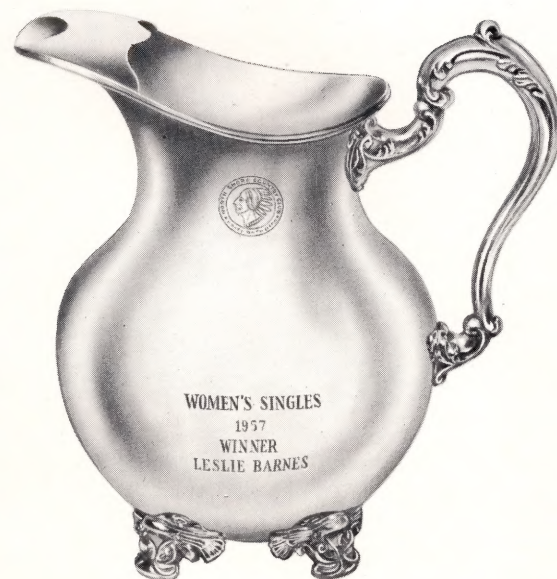


The same workholder shown with interchangeable jigs for clamping all shapes of plaques or nameplates.

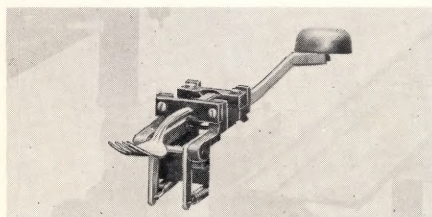
The right photo illustrates a different pair of holding jigs for lighters, jewelry, watches and other irregular shaped objects.



4 pinned holding blocks are supplied for clamping all bowls or large trays, as illustrated.

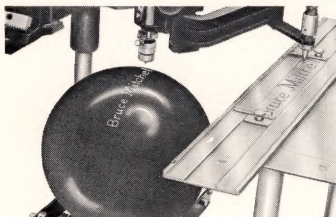


## Supplementary Equipment



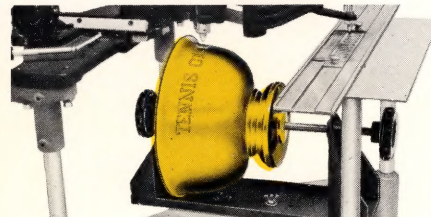
**SELF-CENTERING FLATWARE HOLDER**  
Part No. FL-GT 130

Self-centering flatware holder will automatically center and clamp all patterns, regardless of shape and style. It will enable an unskilled operator to engrave 52 pieces in 20 minutes.



**BOWLING BALL WORKHOLDER**  
Part No. 2009

A gear arrangement of four traction wheels allows the operator to turn the ball without effort, for engraving anywhere.



**REVERSE BOWL HOLDER**  
Part No. RH01

Quick acting clamping vise with 3 interchangeable cones for holding bowls up to 10" in diameter.



# The Modern Way for Engraving Rings INSIDE...



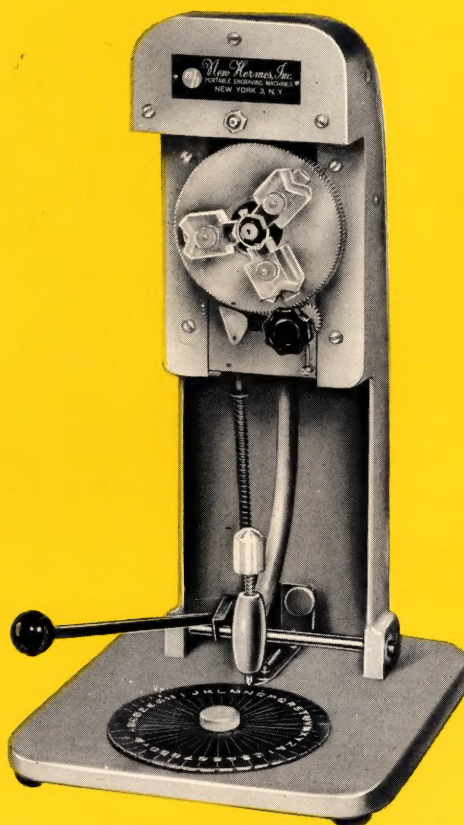
## MODEL RV

Inside Ring Engraver Model RV enables everybody—and we mean everybody—to engrave all shapes of rings on the inside with names, initials, dates and stock numbers, in a matter of minutes.

The centering and spacing of the desired engraving is guaranteed by an ingenious workholding fixture which turns automatically after the engraving of each letter.

A beautiful extended Gothic type face for the narrowest wedding band and a larger master letter for wide rings are standard equipment.

Weight: Gross — 16 lbs.  
Net — 11 lbs.



Modern businessmen everywhere praise its tracer-guided principle which has revolutionized the entire engraving field.

# Ask one who has one!

A list of satisfied users from all over the world is at your disposal upon request.

**Engravo**  
graph

**new hermes engraving machine corp.**

154 WEST 14th STREET NEW YORK 11, N. Y.

Represented in all principal cities

1346 N. Highland Ave., Los Angeles • 7853 S. Loomis Blvd., Chicago, Ill. • Canada: 359 St. James St., Montreal